

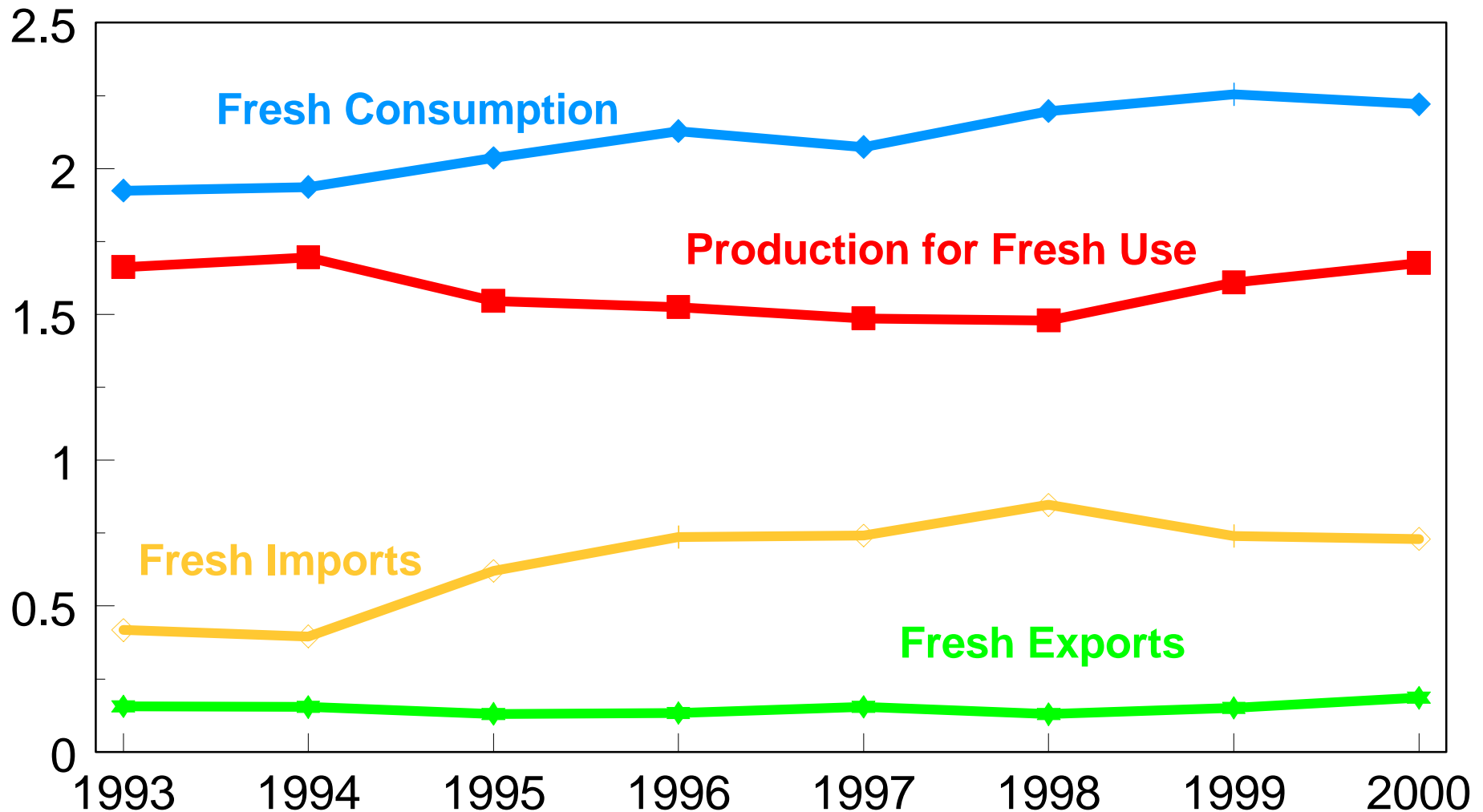
The U.S. Tomato Industry Situation

Horticultural & Tropical Products Division
Foreign Agricultural Service
October 2001



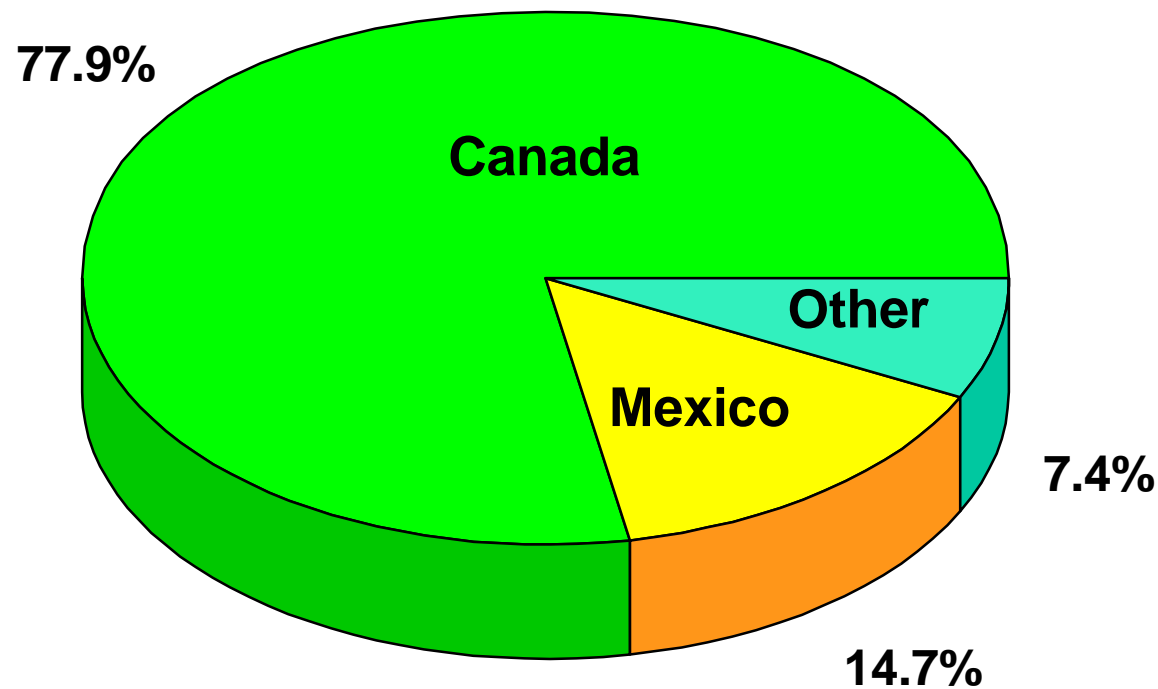
The U.S. Fresh Tomato Market

Million Metric Tons



Source: Economic Research Service, USDA

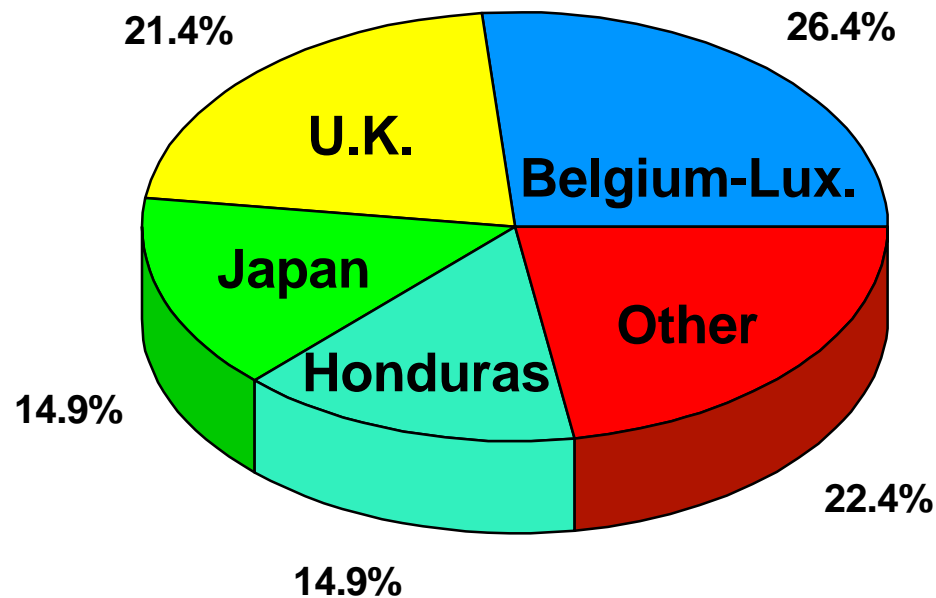
Destinations of U.S. Fresh Tomato Exports in CY 2000 by Quantity



Source: US Census Bureau

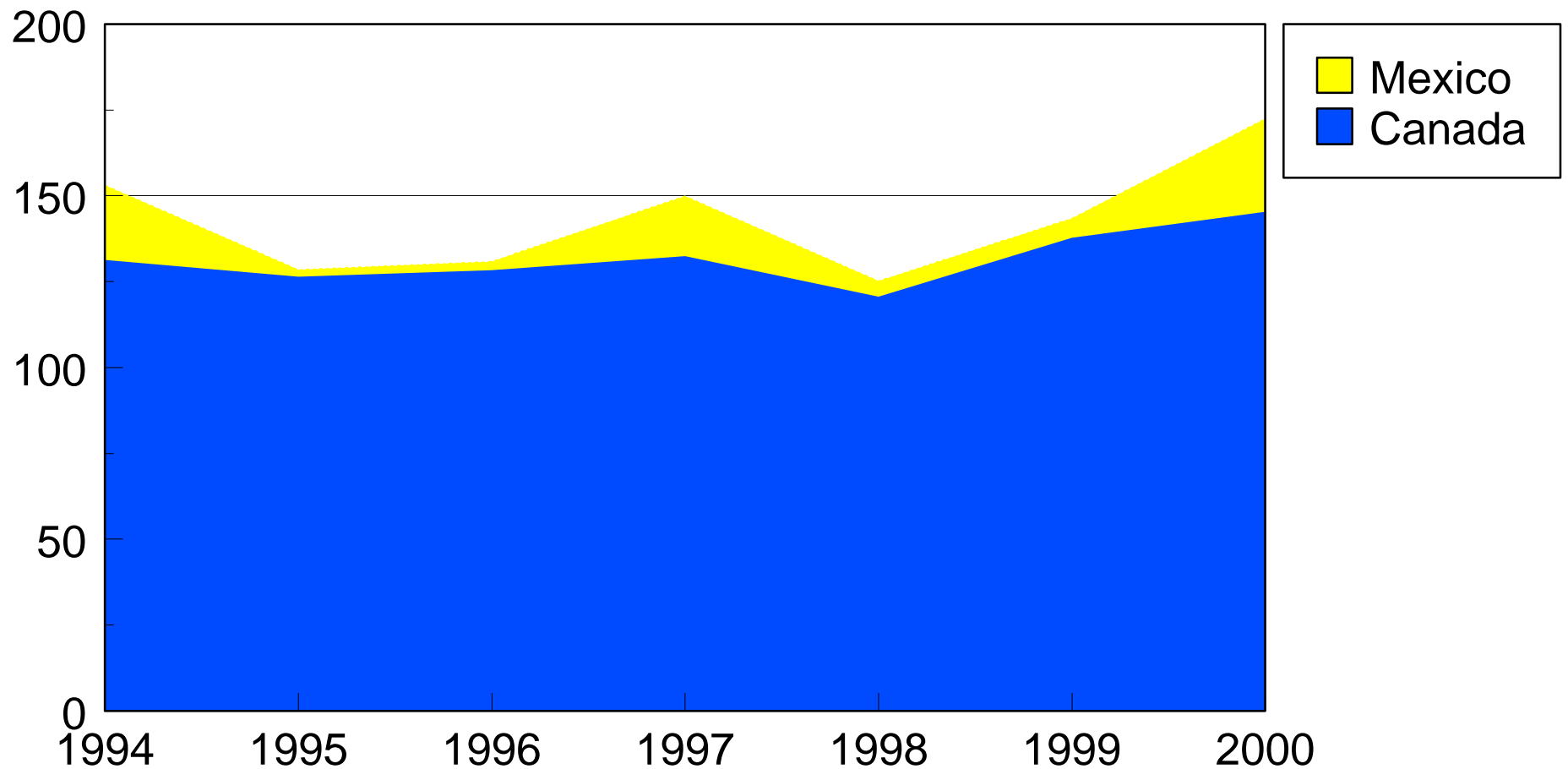
Destinations of U.S. Fresh Tomato Exports in CY 2000 by Quantity Excluding NAFTA Partners

Total: 13,679 Metric Tons



Market Growth for U.S. Exports of Fresh Tomatoes to NAFTA Partners

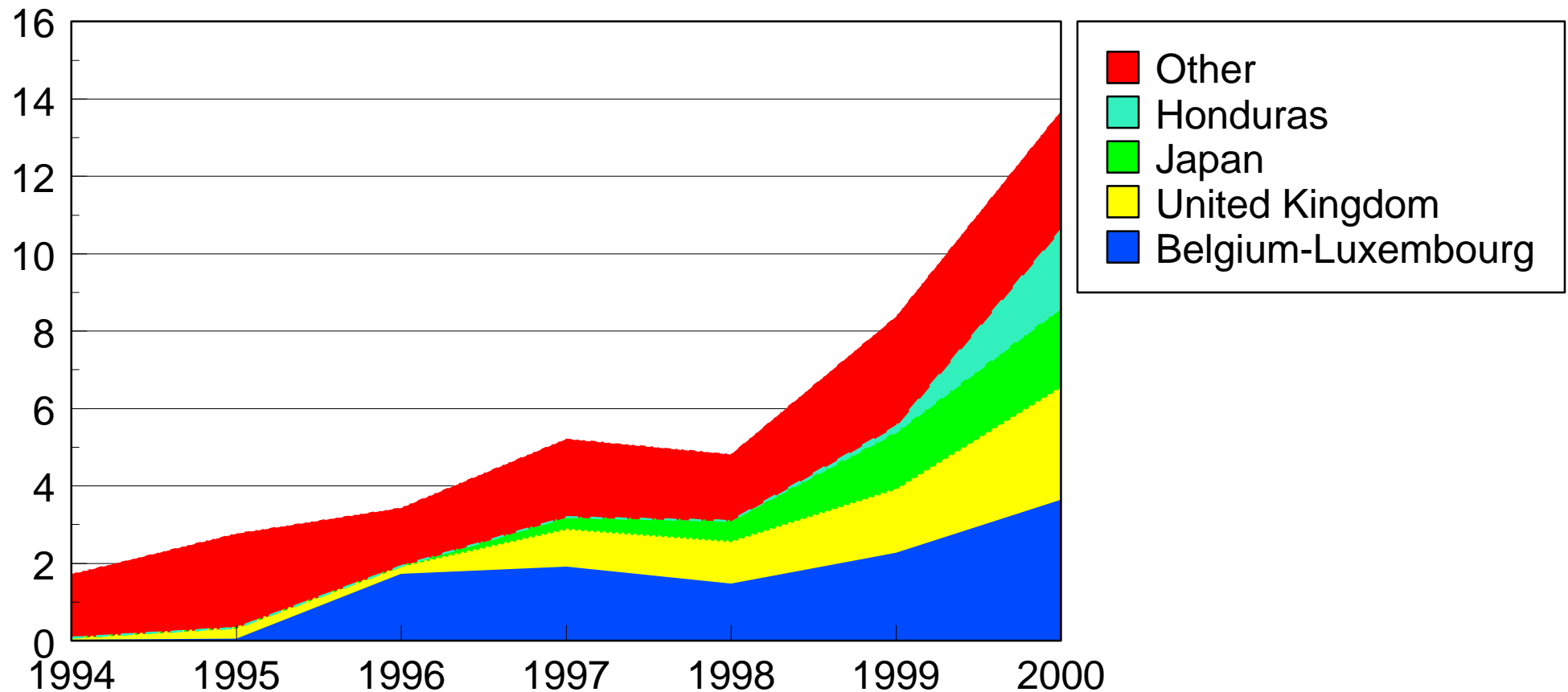
Thousand Metric Tons



Source: US Census Bureau

Market Growth for U.S. Exports of Fresh Tomatoes Excluding NAFTA Partners

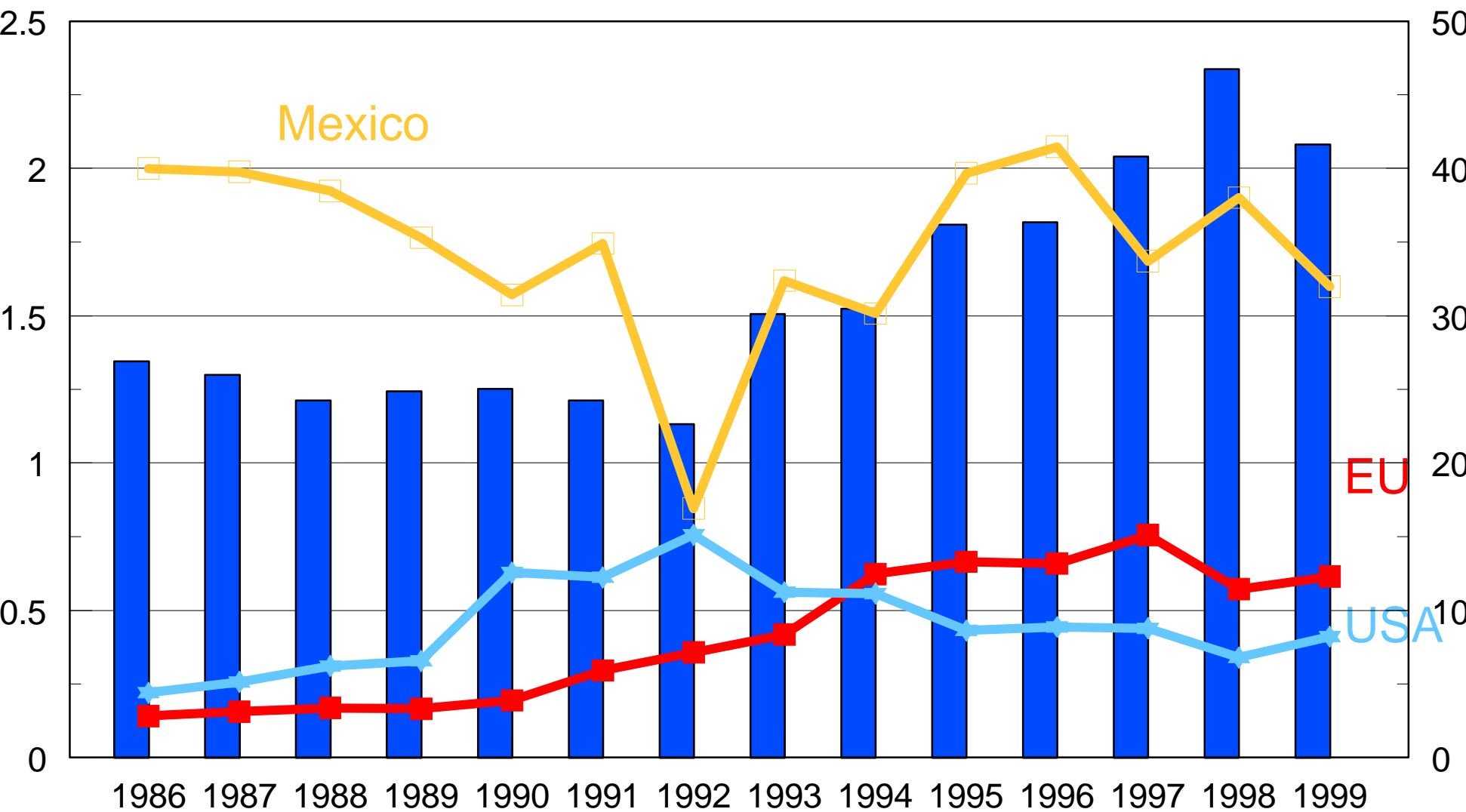
Thousand Metric Tons



Source: US Census Bureau

WORLD FRESH TOMATO EXPORTS WITH MEXICO, US and EU MARKET SHARES

Million Metric Tons Percent



Adjusted World

Source: FAO

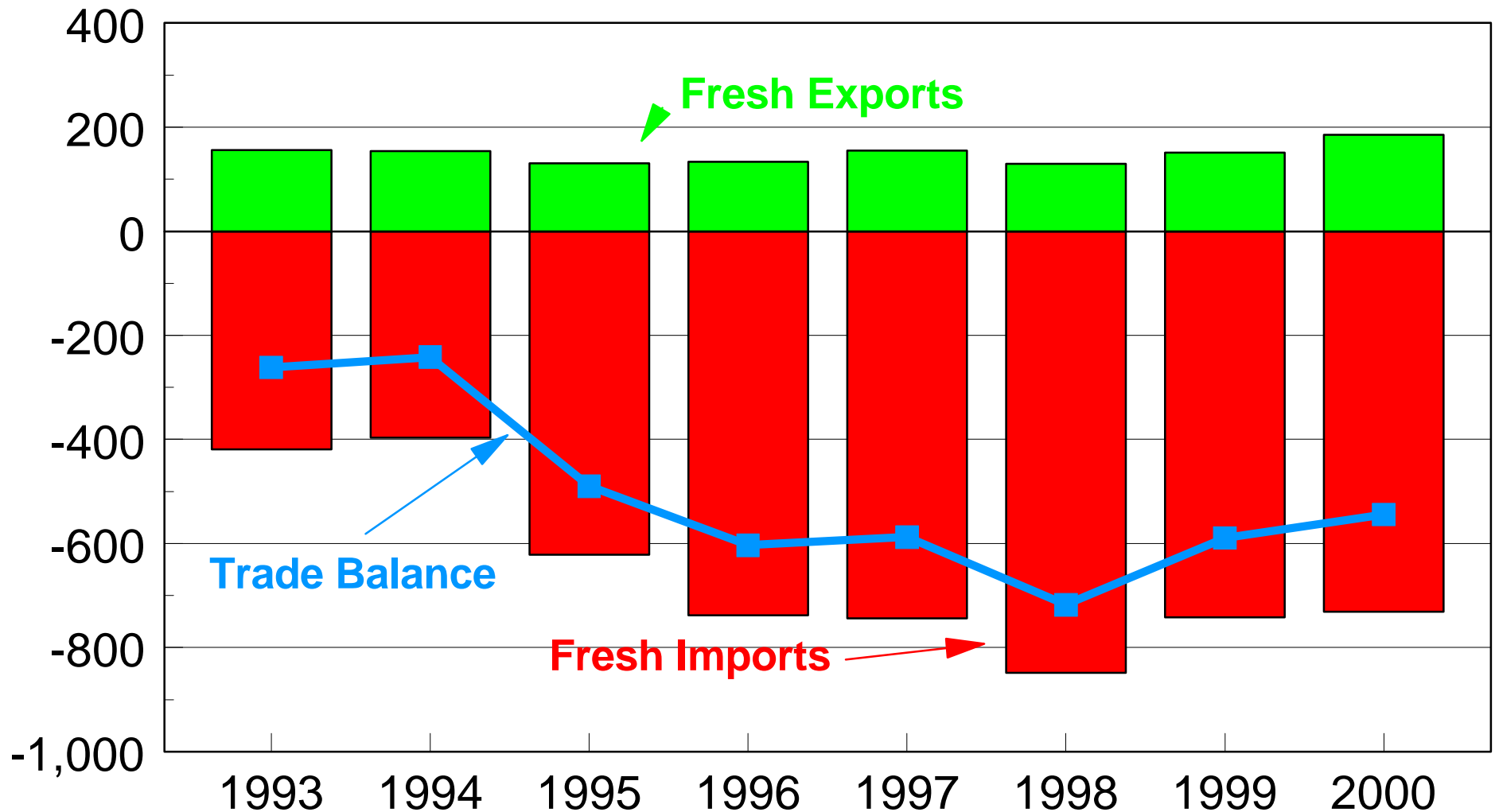
World Exports of Fresh Tomatoes

	World	EU 15	US	Mexico
1986	1,345,893	38,090	59,188	538,317
1987	1,299,252	40,613	66,778	516,646
1988	1,212,143	40,966	75,409	466,262
1989	1,244,270	41,286	81,752	439,148
1990	1,251,772	48,697	157,311	393,237
1991	1,212,508	71,780	148,297	423,212
1992	1,132,408	80,852	171,292	191,572
1993	1,505,485	125,704	169,142	487,562
1994	1,524,601	190,095	169,891	459,622
1995	1,808,296	240,534	155,951	717,289
1996	1,817,624	239,584	161,279	753,879
1997	2,040,181	308,354	179,093	687,637
1998	2,336,457	267,225	158,955	888,317
1999	2,080,686	255,750	170,873	665,441

Source: FAO

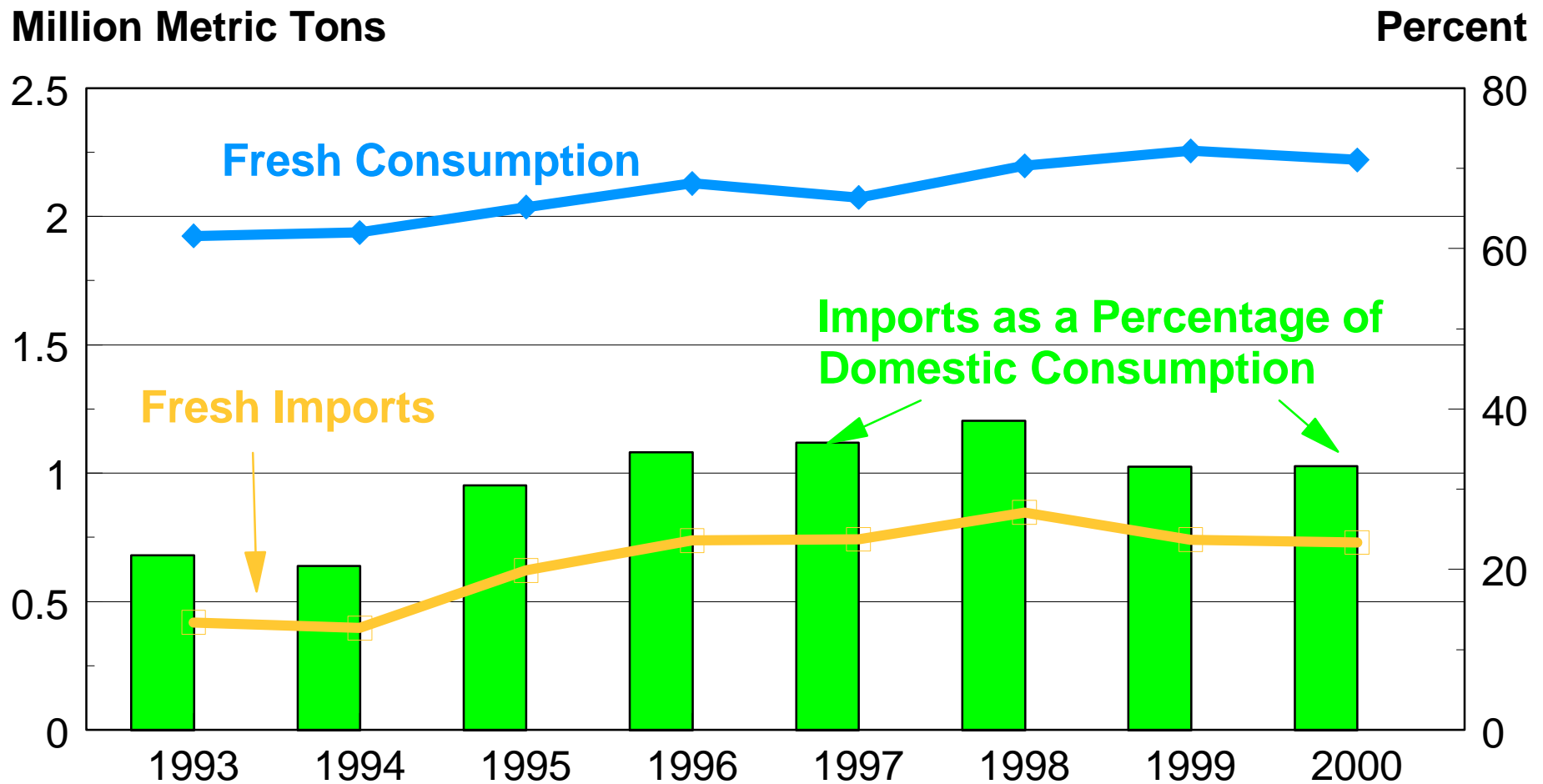
U.S. Trade Balance in Tomatoes

Thousand Metric Tons



Source: US Census Bureau

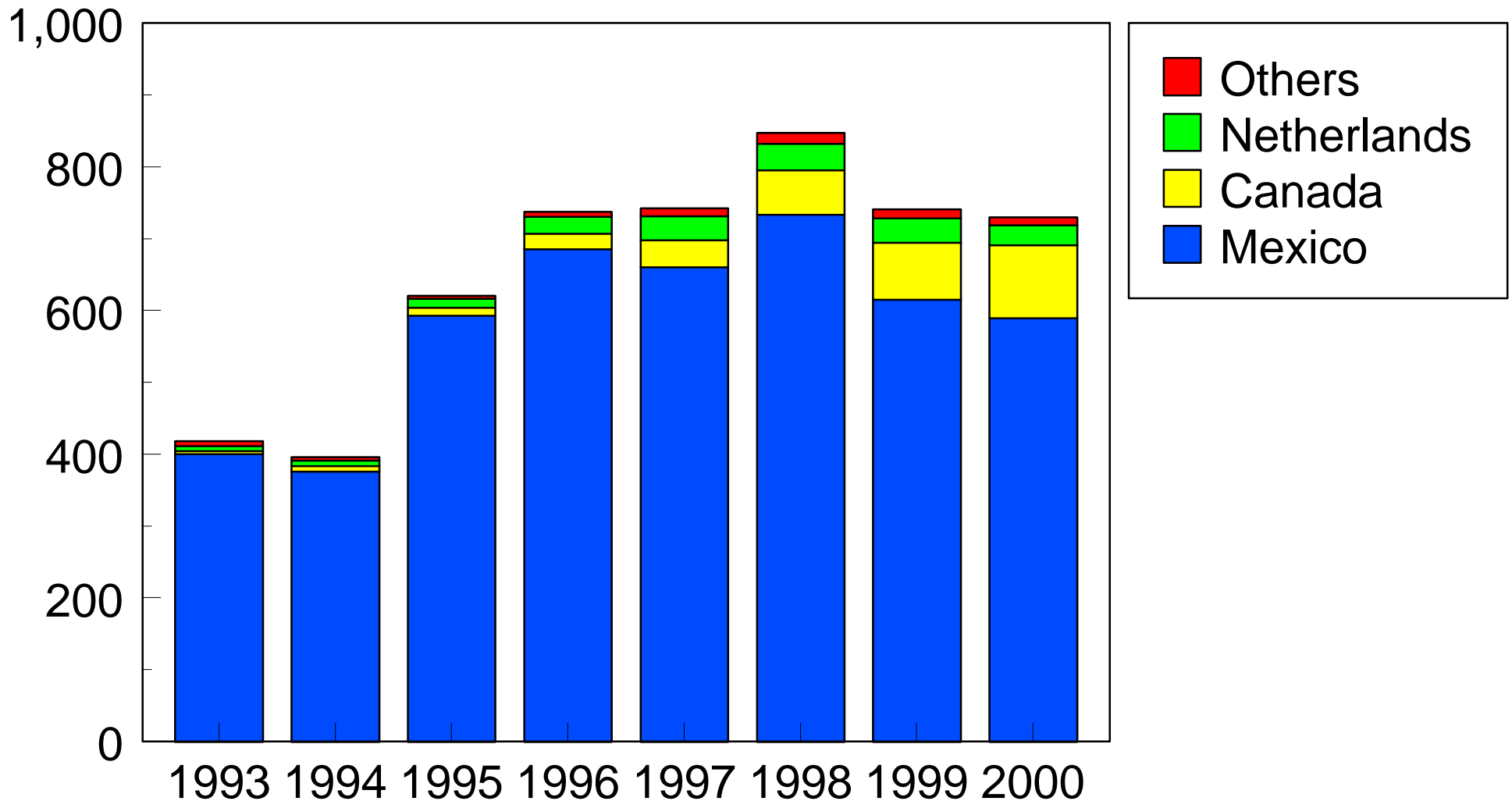
U.S. Tomato Imports and Market Share of Domestic Consumption



Source: Economic Research Service, USDA

Origins of U.S. Imported Tomatoes

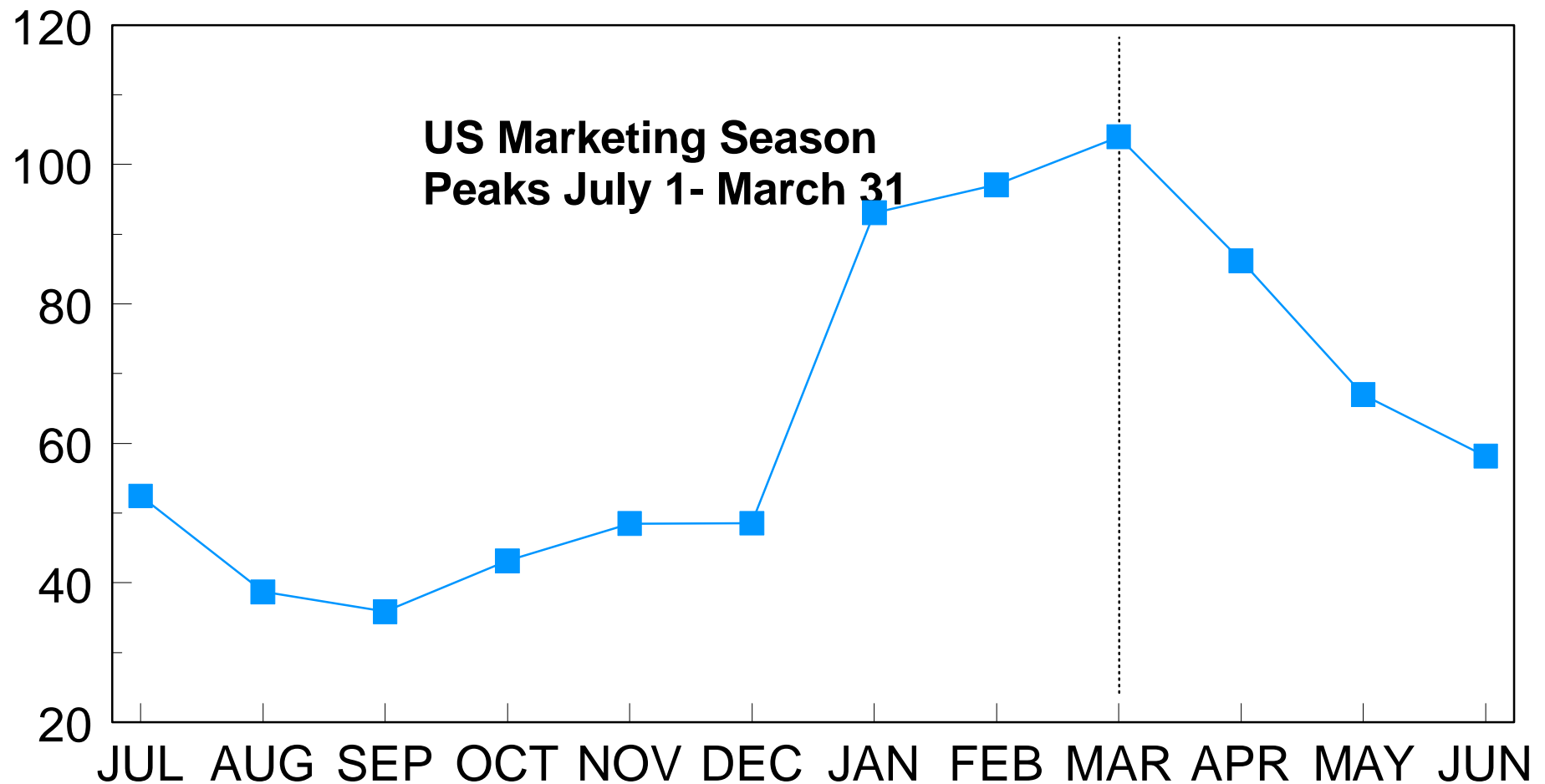
Thousand Metric Tons



Source: US Census Bureau

Monthly Imports of Fresh Tomatoes

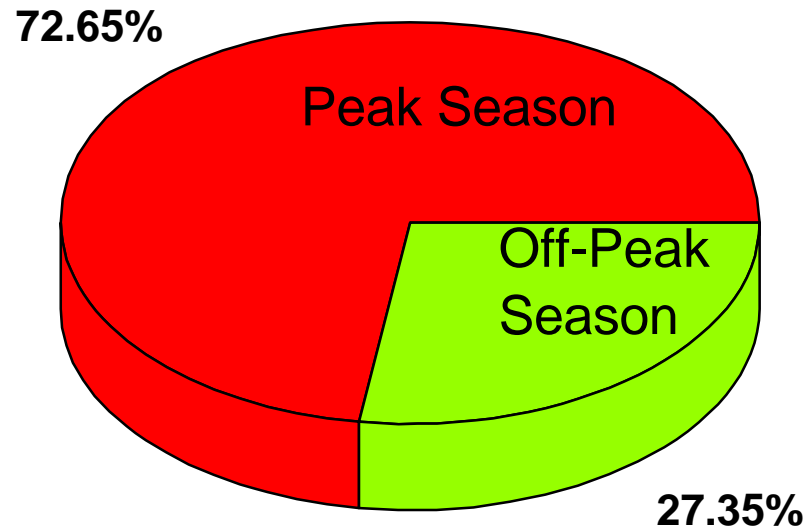
Thousand Metric Tons



Note: Average Monthly Imports 1998-2000

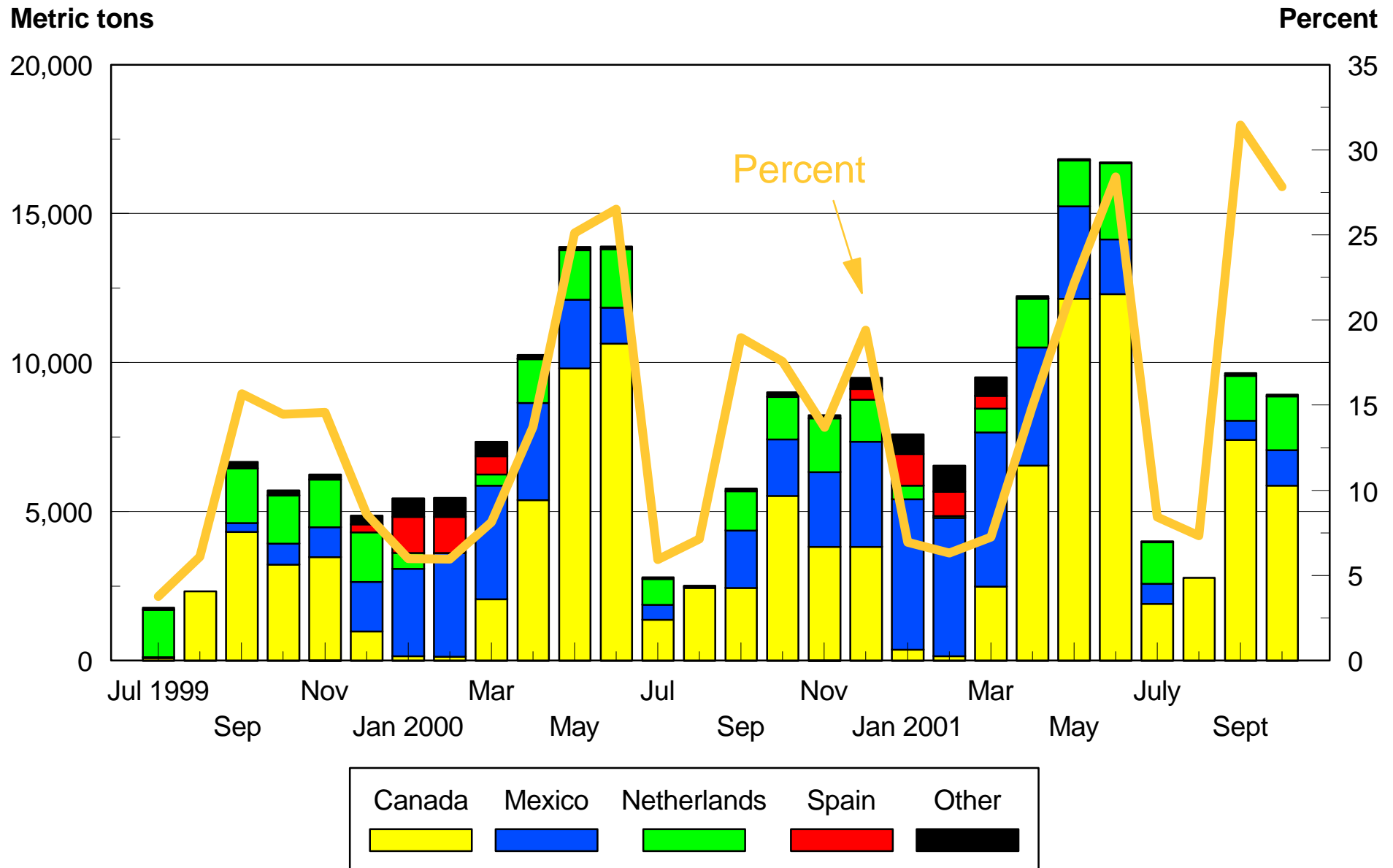
Source: US Census Bureau

Share of Tomato Imports in Relation to the U.S. Marketing Season



US Marketing Season Peaks July 1-March 31
Based on Average Monthly Imports 1998-2000
Source: US Census Bureau

U.S. Imports of Greenhouse Tomatoes and as a Percentage of Total Fresh Tomato Imports, Monthly 1999-2001



Source: Census Bureau

2001 Applied Tariff Rates for Tomatoes in Selected Countries

Canada	4.86 Percent
Brazil	12.5 Percent
Chile	8.0 Percent
China	3 + 13 Percent or 17 VAT
European Union	8.8 to 14.4 Percent Ad Val., plus entry price: Max 298 EUR/ton
India	40.4 Percent
Japan	3.0 Percent
Korea, Republic of	46.5 Percent
Mexico	0 to 10 Percent; free if entered during period 7/15 to 11/14
Philippines	10 Percent
Venezuela	15 Percent
United States/Comparable Rate	4.86 Percent